

# ignorant essays

J. P. McEvoy  
UNDERTAKER'S ADVERTISING

In nothing does the undertaker stick closer to his work than in his advertising. How neatly and methodically he lays out his thought on a smooth, hard slab of rhetoric. How dexterously he embains his ideas and dresses them up in solemn words, used only on Sundays and Holy Days of Obligation.

With what an air of dignity and restraint he bids you gaze upon the result of his professional procedure, yoke cold and rigid but elegantly suited in its chaste casket of type. As you pass by one by one before the remains you are led to believe that the idea lying so calm and still within must have died a peaceful death, but you do the undertaker a grave injustice. It was only after a bitter struggle that he succeeded in engineering this idea. And, at the very end it rose on its slab and read, "I am not dead," and the undertaker, with admirable restraint, "I am not dead," and hit it on the head with an agate rule. Now the placid simplicity of its features is an eloquent tribute to the professional expertise of the mortician.

What undertakers advertising needs is a little more of what homes used to call jazz—a jolting slogan such as "Say it with tombstones" or "Eventually we will bury you, why not now?" A rollicking run of a customer sitting up in his casket saying, "Since you're advertising this, I have tried no other," would be a happy thought, but as it does the testimonial of a satisfied client with a pictorial representation of the product in use. Another happy slogan would be "Our customers never kick." or "We have been in business years and have never had a comeback." Money cheerfully refunded if you are not satisfied." or "Use Packem's Coffins—ask the man who owns one."

The cheerful casket bound might dash off some copy like those smart and agency boys, for instance: "The next time you shimmy across the great divide, wrap your dear old self in one of our tummy little Jimmy coffins. All fluttered up with glass and Jimmy—you ain't got no idea. It will stick to you to the end." You get the idea? Once we can persuade our solemn friends with the high hats and the white gloves to get a little elan into their copy, but in mention verve and esprit, then indeed we may say with the prophet, "Oh, grave where is thy victory? Oh, death where is thy sting?"

## DUBLIN CURFEW VERY HARD BLOW

DUBLIN, Jan. 10.—The 10 o'clock curfew, lately put into effect, hit Dublin a hard blow. The city had accommodated itself easily to a midnight closing hour previously in force, but the 10 o'clock embargo on all activity meant the complete abandonment of all social functions in the evening. The result has been to kill all the trade serving such events.

The great stores are almost idle and the managers of some of the most popular of them say that they are operating at a loss. There is no demand for new dresses.

At one house the first night after curfew, there were only 11 people in the auditorium. The moving picture houses are doing better, but they all have to close at 9 to enable their patrons before the curfew hour. The music halls which used to open to two houses a night have now only one. As they were always full for one performance this means cutting off half their income.

The regulation is declared to be imposed in the interest of the public to induce them to avoid the risks of being abroad after dark. In present conditions, even if there were no curfew, many people would be too timid to leave home in the evenings.

## MIZPAH BUFFET

(Mizpah Hotel Bldg.)  
Has Been Reopened Under the Management of Frank Hackley.  
**SOFT DRINKS**  
of every known variety may be had at this popular emporium  
Courteous Treatment Assured.

## SUCCESS MARKS COLLEGE COURSE AT CINCINNATI

(By Associated Press)  
CINCINNATI, Ohio, Jan. 10.—Success has marked the latest development of co-operative courses at the University of Cincinnati, one of the foremost municipal universities of the country. This venture is in the field of commerce. The co-operation is between college and business.

Banks, commercial houses and the large industrial companies report satisfaction with a system that combines practical application with theoretical training.

The original co-operative system of the University of Cincinnati was industrial. It was established by Herman Schneider, dean of the college of engineering. During the past 10 years, educators throughout the world have watched the great development of the system here as applied to instruction in engineering.

The basic principle is quite simple. Two weeks' study in the college is alternated with two weeks in shops and plants all the year round. Due to the success of its innovation, the engineering college has expanded from a department with a staff of four to a college with 60 professors and instructors. Attendance has grown from 27 students to 806, not including 400 night students.

The co-operative engineering course was started with only 12 firms and factories co-operating. There are now 150 establishments in Cincinnati and the vicinity co-operating with the college of engineering of the municipal university in giving young men practical training.

## PERSONAL

THOMAS HUSTON, state agent for the Underwood typewriter, was one of the arrivals this morning. HELEN H. JOHNS, president of the Arrowhead Mining company, left for San Francisco Sunday morning with a bunch of high-grade specimens to exhibit on the stock exchange.

HENRY J. and GEORGE O'BART, LEFT arrived yesterday morning from Reno and will remain here several days.

MARK G. BRADSHAW consulting engineer and "BIZZ" SOUTH-WORTH motored out to Arrowhead this morning, expecting to return tomorrow evening.

SENATOR D. J. FITZGERALD will leave for Carson City Friday evening.

DAVE ASPLAND, general agent of the Tonopah & Tidewater, is over from Goldfield telling of the big strike made on Silver Peak.

E. P. GULMAN, president and general manager of the Tonopah Division, arrived this morning from his home in Los Angeles.

TONY BRACKETT, one of the heaviest losers in the Manhattan race, is in from the northern camps as optimistic as ever.

## MUST REPEAL OR AMEND BLUE LAW

(By Associated Press)  
PIERRE, S. D., Jan. 10.—South Dakota's blue laws must either be repealed or amended so that they may be enforced, in the opinion of Attorney General Payne, who declares the working of the present statutes leads to evasion of the law's intent. "Golfing occupations" are prohibited in South Dakota on Sundays, but no section of the statutes defines just what are "golfing occupations."

Therefore, baseball, motion pictures, dancing, theatres, boxing and various other things that it is declared, the law was designed to prohibit on Sundays are made legal by lack of specification according to the attorney general.

Proponents of a "blue Sunday" in this state are eager to have the legislature at its coming session amend the blue laws and enlarge their scope so that they may specifically cover all forms of amusement and commerce but absolutely essential.

On the other hand, sentiment appears to be developing in favor of the repeal of all blue laws. Backers of this proposition state among other things, that the prohibition of Sunday baseball would mean death to the South Dakota league.

## Read Our Classified Ads

Rates: 5 lines (25 words) one time 25c; six times 50c.

### MISCELLANEOUS

ORDER YOUR FRUIT and vegetables direct and save money. Parcel post prepaid, at the following prices: 4-tier Pippin apples, \$3.50 a box; 4-tier Bellmeurs, \$3.35; 4-tier Spitzenbergs, \$3.75; dry onions, good keepers, \$4.25 per 100 lbs. Send for my price list on all kinds of produce. F. R. Easley, Gen. Delivery, Sacramento, Cal.

LOST—Small openface Elgin watch, initials "H. B. A." Reward. Return to Bonanza.

WANTED—To exchange a fine central Berkeley lot for premises in Tonopah. Inquire S. R. Moore & Co.

FOR RENT—Furnished room, bath, adjoining 107 University street.

**WANTED**  
MAGNESIUM SULPHATE  
SODIUM SULPHATE  
GYPSUM, TALC,  
BORAX  
FULLERS' EARTH  
and OTHER MINERALS  
**H. G. STAAB**  
Co West Arrowhead office  
TONOPAH, NEVADA

**NOTICE OF ANNUAL MEETING**  
To the stockholders of the Bonanza Mining Company:  
Notice is hereby given that the annual meeting of the stockholders of the Bonanza Mining Company will be held at the office of said company, in Tonopah, Nevada, on the twentieth day of January, 1921, at 10:30 A. M.

The object of the meeting is for the election of a board of directors for the ensuing year, and for the transaction of such other business as may properly come before the meeting. Each stockholder is entitled to one vote in person or by proxy, for each share of stock standing recorded to his or her name on the list of stockholders prepared by the date of said meeting.

Dated at Tonopah, Nevada, this 10th day of December, 1920.  
P. F. REYNOLDS,  
Secretary.

### NOTICE

In the Fifth Judicial District Court of the State of Nevada, in and for the County of Esmeralda.  
Know all men that the Estate of E. J. Ryan, sometimes known as Edward J. Ryan, and sometimes known as Edward Ryan, has filed with the clerk of said court a petition for the appointment of a guardian for the said estate.

**FOR SALE**  
FOR SALE—Furnished 3-room house with cellar and garage. One block from high school. A bargain if taken at once. Address P. O. Box 1154.

FOR SALE—Seven-passenger Maxwell, good condition; for sale cheap. Call Midland Garage.

FOR SALE—House and four lots. Splendid location. A bargain if taken at once. Inquire Bonanza office. 1273-N17-11.

FOR SALE—33 6-week-old pigs, weighing 25 lbs. each; also 25 pigs weighing 50 to 60 lbs. each dressed. Will be sold cheap. Address A. K. Ishmail, Death Valley, Calif.

FOR SALE—Doors and windows at reduced rates. Apply Old Mizpah Grill Bldg.

FOR SALE—1919 Chandler chummy, A-1 condition. Wire wheels. For particulars call Ted Cupit, Midland Garage.

**LET US**  
**SELL OR BUY**  
**A HOUSE FOR YOU**  
Our Classified Columns will do it

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Dated at Tonopah, Nevada, this 10th day of December, 1920.  
L. E. GLASS,  
County Clerk, Nevada,  
and ex-officio clerk of said court.  
WALTER BROWN,  
Attorneys for Plaintiff.

### HELP WANTED

**\$12,000 A YEAR MAN WANTED**  
Representatives in this state for light motor and hand-drawn fire apparatus (chemical engines, hose cars, pumps, extinguishers and sundries). Every town a likely prospect. Energetic man can earn more than \$1000 monthly. Commission basis. Experience not as essential as willingness to work and travel. Ample, exclusive territory. Established, well-rated manufacturer. Address Ajax Fire Engine Works, 19 Bush Turnpike, Brooklyn, N. Y.

**WANTED**—All-round boilermaker wants employment. Eight years' experience. Out or in town. Have also had experience in railroad shops. A. M. Lopez, P. O. box 1327.

Proof of Labor Manka at The Bonanza office

**EVERYTHING ELECTRICAL AT CAMPBELL & KELLY'S SERVICE STATION**  
Main St. Tonopah

**Hotel Golden**  
LARGEST HOTEL IN THE STATE  
NEWLY REMODELED  
One half block from Depot  
Rates \$1.50 to \$3.00  
Reno 1 Nevada

**WAH HING CO.**  
Chinese Herbs a Specialty  
Summit Street Tonopah  
North of Airdome

**PIONEER DAIRY**  
HOME DAIRY PRODUCTS  
MILK AND CREAM  
ONE DELIVERY ONLY  
DAILY  
Phone 1144 Tonopah, Nev.

**UNITED CATTLE AND PACKING COMPANY**  
Carries the very best of Fresh and Smoked Meats  
Best Fruits and Vegetables Obtainable  
Deliveries Prompt and Free  
Phone 1162 Tonopah, Nevada

**THE TONOPAH BANKING CORPORATION**  
ESTABLISHED 1908  
STRICTLY A BANKING BUSINESS  
Accounts of Corporations, Merchants, Individuals, Invited  
DIRECTORS—George Wingfield, H. C. Brougher, W. H. Doyle, Hugh M. Brown, Clyde A. Heller, J. B. Humphrey, E. W. BLAIR, Cashier

**Tonopah Bottling Works**  
Phone 812  
Manufacturers of Carbonated Beverages  
Lemon Soda, Raspberry Soda, Iron Port, Cream Soda  
Hires Root Beer, Coca Cola, Strawberry Soda, Iron Beer, Sarsaparilla, Cider, Mineral Water, Etc  
Hall Building Tonopah, Nevada

**THE DESERT CLUB**  
Formerly Tonopah Liquor  
Full Line of Soft Drinks  
Club Room in Connection  
Remodeled and Everything New  
Chet. Carpenter C. T. Brown G. T. Osborne

**THE CASINO**  
C. E. GRAHAM, Proprietor  
PIONEER REFRESHMENT PARLOR OF SOUTHERN NEVADA  
FULL LINE OF SOFT DRINKS ONLY THE STANDARD BRANDS OF CIGARS IN STOCK  
Telephone 466 Club Rooms in Connection  
You Will Find Your Friends Here

**CHANGE OF TIME**  
EFFECTIVE SUNDAY  
NOVEMBER 7, 1920.  
No. 24 Arrives 7:00 A. M.  
No. 24 Leaves 9:30 A. M.  
No. 23 Arrives 8:10 A. M.  
No. 23 Leaves 8:20 A. M.  
Tonopah & Goldfield Railroad Company

**TONOPAH & TIDEWATER RAILROAD**  
The SHORT LINE to  
Los Angeles and San Diego  
Train leaves Goldfield 10:10 A. M.  
Monday, Thursday and Saturday  
Pullman Sleeper Beatty to Los Angeles.  
D. ASPLAND, General Agent  
TONOPAH — GOLDFIELD

**SHAREHOLDERS OF GOLDFIELD MERGER, ATLANTA, C. O. D., BLUE BULL and MILLTOWN MINING**  
should immediately communicate with the undersigned in order to exchange their shares for sep. Mines certificates.  
H. G. McMAHON, Sec'y  
Goldfield Nevada

## IMPORTANT NOTICE

To Secretaries of Corporations Doing Business in Nevada But Incorporated in Other States  
**OUR CHARGE \$7.50**

SECTION 1.—All foreign corporations doing business in the State of Nevada shall, not later than the month of March in each year, beginning in the year 1914, publish a statement of their last year's business in some newspaper published in the State of Nevada. If published in a daily newspaper, such statement shall be published for a period of one week, or if published in a semi-weekly or tri-weekly newspaper, for a period of two weeks, or if published in a weekly newspaper for a period of four weeks.

SECTION 2.—The secretary of the company publishing the statement shall file a copy with the assessor of each county of the State of Nevada, in which said company is doing business.

SECTION 3.—Any district attorney in the state is competent to sue to recover the penalty, or the attorney general. The first county suing through its district attorney shall secure the penalty, and if no suit is brought for the penalty by any district the State shall have the right to recover through its attorney-general.

The TONOPAH DAILY BONANZA will make publication required by law, which includes the filing of a sworn affidavit of publication with the assessor of each of the counties of the State, within which the company is doing business; an affidavit of publication will also be furnished secretaries.

(Fill out and Return)

of the \_\_\_\_\_ Company for the  
year ending December 31, 1920.  
Location of mine \_\_\_\_\_ Mining District  
County of \_\_\_\_\_ State of Nevada

**DEBIT**

December 31, 1919, to cash on hand \$ \_\_\_\_\_  
To assessments collected during 1920 \$ \_\_\_\_\_  
To amounts received from other sources \$ \_\_\_\_\_

**CREDITS**

Mine expenses in year 1920 \$ \_\_\_\_\_  
General expenses in year 1920 \$ \_\_\_\_\_  
Paid dividends in year 1920 \$ \_\_\_\_\_  
Balance on hand December 31, 1920 \$ \_\_\_\_\_

Secretary  
Address \_\_\_\_\_  
Address \_\_\_\_\_

**TONOPAH DAILY BONANZA**